

Amendments to the Specification

Please replace paragraph 30 on pages 9-10 , with the following rewritten paragraph:

[0030] Figs. 2A-2B are a block diagram, illustrating an ordered tree 200 representing a simplified example of component relationships maintained by the web content management system 102 of Fig. 1 A. As illustrated, the component relationships 122 have a multi-level hierarchical organization, starting with a root node [[202]] . In the illustrated example, one or more page components, such as a products page component 204 and a support page component 232, directly descend from the root node [[202]] . As illustrated with regard to the products page component 204, a page component, in one embodiment, generally comprises a page template, such as products template 206, and one or more other components such as, for example, products title string component 208, logo asset component 212, navigation composite component 216, body composite component 220, and footer composite component 230. As will be appreciated by a skilled artisan, the foregoing components represent a number of different component types, page components, template components, composite components, string components, and asset components. General characteristics of each of these component types will now be described. Page components, template components, and composite components are structured components, in that they may describe a combination of more than one component. Page components are so-named because they include, by association, a group of components that, when combined together and rendered into the rendered web content 114, define a viewable web page. As illustrated, in one embodiment, page components include by reference the components that descend from them. Template components, such as the products template 206, structurally define a group of components, such as, for example, by providing formatting codes that define where each of the group of components is to be positioned on a viewable web page. In one embodiment, template components may be encoded in a description language such as, for example, HTML or XML. Composite components such as the body composite component 220, like page components, comprise a template component and one or more other components. In one embodiment, composite components provide both structure and content for a particular portion of a web page, and may thus be considered to be pseudo mini-page components. In one embodiment, composite components may be nested. Any number of nesting levels may be provided.